

# Resident Architect

*Dedicated, ongoing strategic planning & enablement support  
paced annually & customized to your specific needs*

## Overview

**A custom-tailored collection** of PS activities including Jumpstarts, Audits, Deep Dives, and Enablements scheduled across one or more years. Resident Architects **accelerate realization of your CDP goals & objectives** while providing dedicated enablement and access to Segment's teams and expertise.

## Outcomes



### Ongoing Enablement

*Of teams and BUs through immersive workshops*



### Accelerated Time to Value

*Around best practices for leveraging Segment*



### A Dedicated Contact

*To troubleshoot, resolve, and escalate open tickets*

## Activities

- ▶ **Immersive knowledge transfer**  
around Segment capabilities and best practices
- ▶ **Collaborative brainstorming**  
of your most important data-driven initiatives & activations
- ▶ **Strategic planning**  
for initiatives and guided prioritization around KPIs
- ▶ **Technical partnership**  
with engineers, data scientists, and IT ops
- ▶ **Custom-tailored enablement**  
Of marketing & product team members around Segment
- ▶ **Joint success planning**  
with business stakeholders to ensure tangible outcomes
- ▶ **Direct advocacy**  
to Segment support & EPD as needed to resolve technical issues

## Best if you're...

- ▶ Balancing many parallel CDP work streams
- ▶ Deepening your Segment usage across many teams, BUs or products
- ▶ Seeking partnership in continually maximizing your leverage of Segment's technical capabilities
- ▶ Seeking to empower and enable team members with ongoing enablement & training on Segment

**Pricing:** Ask your Segment salesperson

**Timing:** 1+ years

**Led by:** A Segment Solutions Architect

### Required from you

**Business stakeholders** to inform goals & KPIs  
**Marketing & product strategists** to prioritize planning and manage/leverage the Segment workspace  
**Dedicated engineers** to implement technical changes

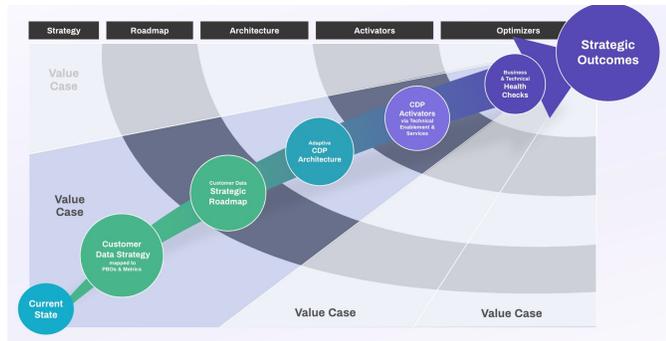
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## Engagement Details

### Grounded in Strategy

The activities of our Resident Architects are rooted in a Center of Excellence framework which requires that RAs define a customer data strategy at the outset of the engagement, and continually refine that strategy throughout the relationship



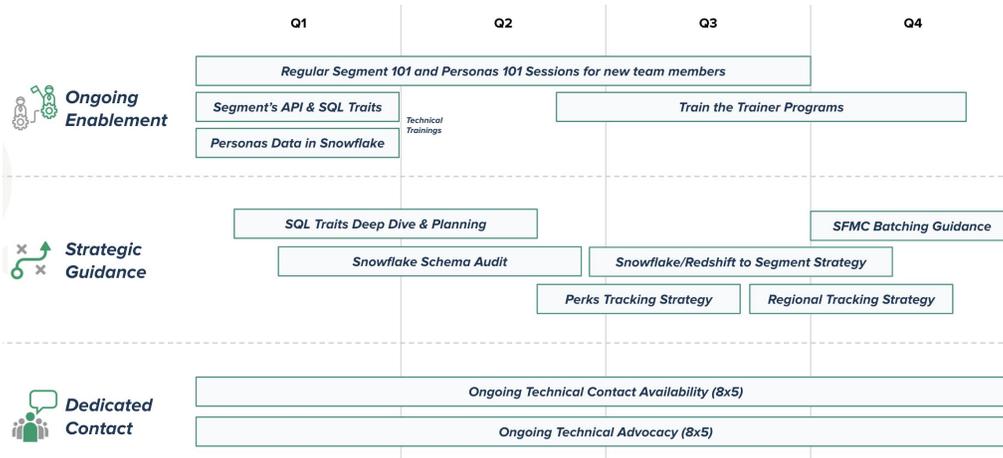
### Custom Tailored

Engagement activities are always tailored to your specific business needs, and can be designed to support broader digital transformation, team growth, or change management initiatives in addition to providing tangible value-adds.

Activity	Value Add	Activity	Value Add
<b>New team member training sessions</b>	Concise, compelling, digest Segment 101, Personas and	<b>SQL Traits Deep Dive &amp; Planning</b>	Follow-on to tech training; in-depth audit of SQL traits, use cases, and improvements to streamline
<b>Technical training for engineers</b>	Deep dives into Segment's Personas data in data wareh technical topics	<b>DWH Schema Audit</b>	In-depth review of warehouse schemas; troubleshooting, analysis of inconsistencies, and advising on recommended approaches
<b>Train the trainer sessions</b>	Scaled enablement across central enablement teams v in-house experts	<b>Snowflake/Redshift to Segment Strategy</b>	Strategic design and implementation guidance on an approach to feed Snowflake and Redshift records back into Segment
<b>Product training for E-Comm Product Team</b>	Training on leveraging Segr in the e-commerce context	<b>Loyalty Program Tracking Planning</b>	Advise on best practices to implement tracking for the loyalty program with brand partners
		<b>Regional Tracking Strategy</b>	Advise on approach and limitations of tracking users in specific geographic regions - China
		<b>SFMC Batching Guidance</b>	Guide implementation of SFMC batching destination once Segment delivers the first beta
		<b>Amplitude Cloud Mode Migration Strategy</b>	Guidance on migrating away from Amplitude SDKs and onto Cloud mode, and related guidance on user ID transformations through source functions, transforms, and/or replays

### Thoughtfully Paced

A clear and comprehensive work plan fuels each quarter of activities, and is designed to accommodate your cross-functional needs and goals:



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